

Your

TRANSPORTATION

Committee

report as follows:

TRANSPORTATION COMMITTEE REPORT relative to regulating mobile billboard advertising displays.

Recommendation for Council action, as initiated by Motion (Englander – Cárdenas – Garcetti):

REQUEST that the City Attorney, with the assistance of Department of Transportation (DOT), prepare an ordinance to regulate advertising signs on motor vehicles parked or left standing upon a public street and establishment of a minimum distance a vehicle must be moved after 72 hours, which are contained in Assembly Bill 1298 (Blumenfield), as soon as possible after the passage of the legislation and upon its effective date.

Fiscal Impact Statement: None submitted. Neither the City Administrative Officer nor the Chief Legislative Analyst has completed a financial analysis of this report.

Community Impact Statement: None submitted.

SUMMARY

On September 6, 2011, Council considered Motion (Englander – Cárdenas – Garcetti) relative to regulating mobile billboard advertising displays. Motion states mobile billboard advertising displays are a visual blight, pose significant safety hazards for motorists, reduce available on-street parking, and impair the visibility of pedestrians and drivers. In order to address the proliferation of this type of advertising, last year the California Legislature adopted AB 2756 giving local authorities the ability to regulate advertising on non-motorized vehicles. Unfortunately, mobile billboard operators found loopholes in the law and began attaching billboards to sleds, bicycles, and inoperable vehicles. They also began moving billboards a few inches at a time to avoid citation and impoundment.

Motion movers go on to state that in order to address these loopholes, the California Legislature recently adopted AB 1298 (Blumenfield), which amends the definition of "mobile billboard advertising display" and regulates advertising signs on motor vehicles parked or left standing upon a public street. The legislation also provides specific authority for a local jurisdiction to enact ordinances establishing a minimum distance a vehicle must be moved after 72 hours. This would allow the City to establish a reasonable distance that a vehicle parked on the street must be moved to help curb the problem of long-term vehicle storage on roadways.

In anticipation of the Governor's signature of AB 1298, Motion movers believe that it is critical that Council promptly amend the Los Angeles Municipal Code to implement the provisions of AB 1298 (Blumenfield), and to include the establishment of penalties for the removal of the mobile billboard advertising display and misdemeanor criminal penalties, as well as a minimum distance that a mobile billboard advertising display shall be moved after a specified time period. Council referred Motion to the Transportation Committee for consideration.

At its meeting held October 26, 2011, the Transportation Committee discussed this matter with a representative of the City Attorney's Office. The City Attorney's representative stated that an ordinance can be drafted to establish escalating fines for repeat or on-going violations, and to require minimum moving distances of one mile. It was further stated that other objects used for advertising and placed in the public right-of-way can be removed by the City's Bureau of Street Services. Committee recommended that Council request that the City Attorney prepare the requested ordinance.

Respectfully submitted,

TRANSPORTATION COMMITTEE

- NOT OFFICIAL UNTIL COUNCIL ACTS -

<u>MEMBER</u>	<u>VOTE</u>
ROSENDAHL:	YES
PARKS:	YES
KORETZ:	YES
PERRY:	ABSENT
HUIZAR:	ABSENT

JAW
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